

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Strategic Media Services
3299 K Street NW, Suite 200
Washington, DC 20007
USA

Contract / Revision 498129 /		Alt Order # 06367952
Product NRSC-HELLER 4 SENATE		
Contract Dates 10/10/12 - 10/16/12		Estimate #
Advertiser NRSC Heller For Senate		Original Date / Revision 10/10/12 / 10/18/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KVVU	Account Executive Teresa Difuria	Sales Office TELEREP-PHIL
Special Handling		
Demographic Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 2	KVVU	10/11/12	10/11/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/08/12	10/14/12	---1---				1	\$725.00			
N 3	KVVU	10/15/12	10/15/12	Fox 5 News AM M-F 6a-7a	M-F 6a-7a		:30			NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	1-----				1	\$725.00			
N 4	KVVU	10/12/12	10/12/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/08/12	10/14/12	----1--				1	\$700.00			
N 5	KVVU	10/15/12	10/16/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	MT-----				2	\$700.00			
N 6	KVVU	10/11/12	10/12/12	More M-F 9-10a	M-F 9a-10a		:30			NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/08/12	10/14/12	---TF--				2	\$275.00			
N 7	KVVU	10/16/12	10/16/12	More M-F 9-10a	M-F 9a-10a		:30			NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-1-----				1	\$275.00			
N 8	KVVU	10/11/12	10/11/12	Fox 5 News at 5	5-530p		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/08/12	10/14/12	---1---				1	\$550.00			
N 9	KVVU	10/16/12	10/16/12	Fox 5 News at 5	5-530p		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/15/12	10/21/12	-1-----				1	\$550.00			
N 10	KVVU	10/11/12	10/11/12	MORE Access	630-7pm		:30			NM	7	\$3,975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/08/12	10/14/12	---1---				1	\$400.00			

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Contract / Revision	Alt Order #
498129 /	06367952

Contract Dates	Product	Estimate #
10/10/12 - 10/16/12	NRSC-HELLER 4 SENA	

Advertiser	Original Date / Revision
NRSC Heller For Senate	10/10/12 / 10/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount										
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th></tr><tr><td>10/08/12-10/14/12</td><td>10/08/12-10/14/12</td><td>----Th----</td><td>1</td><td>\$400.00</td></tr></table>													Start Date	End Date	Weekdays	Spots/Week	Rate	10/08/12-10/14/12	10/08/12-10/14/12	----Th----	1	\$400.00
Start Date	End Date	Weekdays	Spots/Week	Rate																		
10/08/12-10/14/12	10/08/12-10/14/12	----Th----	1	\$400.00																		
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type														
1	KVVU	10/08/12-10/14/12	MORE Access	630-7pm	----Th----	:30	\$400.00	NM														
See MG 10.2,10.3,10.4,10.5,10.6,10.7,10.8																						
2	KVVU	10/12/12-10/12/12	MORE Access	630-7pm	-----F----	:30	\$400.00	NM														
Ⓜ	MG for 10.1,15.1,13.2,13.1,12.1,14.1																					
3	KVVU	10/12/12-10/12/12	Extra	M-F 7-730p	-----F----	:30	\$625.00	NM														
Ⓜ	MG for 10.1,15.1,13.2,13.1,12.1,14.1																					
4	KVVU	10/12/12-10/12/12	TMZ	730-8p	-----F----	:30	\$850.00	NM														
Ⓜ	MG for 10.1,15.1,13.2,13.1,12.1,14.1																					
5	KVVU	10/15/12-10/15/12	Extra	M-Sa 8-10p/Su 7-1M	-----F----	:30	\$650.00	NM														
Ⓜ	MG for 10.1,15.1,13.2,13.1,12.1,14.1																					
6	KVVU	10/15/12-10/15/12	TMZ	M-Sa 8-10p/Su 7-1M	-----F----	:30	\$825.00	NM														
Ⓜ	MG for 10.1,15.1,13.2,13.1,12.1,14.1																					
7	KVVU	10/12/12-10/12/12	Fox 5 News at 6pm	M-F 6-630pm	-----F----	:30	\$525.00	NM														
Ⓜ	MG for 10.1,15.1,13.2,13.1,12.1,14.1																					
8	KVVU	10/15/12-10/16/12	Extra	M-F 1:05-1:35am	MTu-----	:30	\$100.00	NM														
Ⓜ	MG for 10.1,15.1,13.2,13.1,12.1,14.1																					
N 11	KVVU	10/16/12	10/16/12	MORE Access	630-7pm		:30			NM	0	\$0.00										
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Start Date	End Date	Weekdays	Spots/Week	Rate																		
10/15/12	10/21/12	-1-----	1	\$400.00																		
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type														
1	KVVU	10/15/12-10/21/12	MORE Access	630-7pm	-Tu-----	:30	\$400.00	NM														
Credited																						
N 12	KVVU	10/11/12	10/11/12	Extra	M-F 7-730p		:30			NM	0	\$0.00										
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th></tr><tr><td>10/08/12</td><td>10/14/12</td><td>---1---</td><td>1</td><td>\$625.00</td></tr></table>													Start Date	End Date	Weekdays	Spots/Week	Rate	10/08/12	10/14/12	---1---	1	\$625.00
Start Date	End Date	Weekdays	Spots/Week	Rate																		
10/08/12	10/14/12	---1---	1	\$625.00																		
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type														
1	KVVU	10/08/12-10/14/12	Extra	M-F 7-730p	----Th----	:30	\$625.00	NM														
See MG 10.2,10.3,10.4,10.5,10.6,10.7,10.8																						
N 13	KVVU	10/15/12	10/16/12	Extra	M-F 7-730p		:30			NM	0	\$0.00										
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th></tr><tr><td>10/15/12</td><td>10/21/12</td><td>MT-----</td><td>2</td><td>\$625.00</td></tr></table>													Start Date	End Date	Weekdays	Spots/Week	Rate	10/15/12	10/21/12	MT-----	2	\$625.00
Start Date	End Date	Weekdays	Spots/Week	Rate																		
10/15/12	10/21/12	MT-----	2	\$625.00																		
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type														
1	KVVU	10/15/12-10/21/12	Extra	M-F 7-730p	MTu-----	:30	\$625.00	NM														
See MG 10.2,10.3,10.4,10.5,10.6,10.7,10.8																						
2	KVVU	10/15/12-10/21/12	Extra	M-F 7-730p	MTu-----	:30	\$625.00	NM														
See MG 10.2,10.3,10.4,10.5,10.6,10.7,10.8																						
N 14	KVVU	10/11/12	10/11/12	TMZ	730-8p		:30			NM	0	\$0.00										
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Start Date	End Date	Weekdays	Spots/Week	Rate																		
10/08/12	10/14/12	---1---	1	\$850.00																		
Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type														
1	KVVU	10/08/12-10/14/12	TMZ	730-8p	----Th----	:30	\$850.00	NM														
See MG 10.2,10.3,10.4,10.5,10.6,10.7,10.8																						
N 15	KVVU	10/16/12	10/16/12	TMZ	730-8p		:30			NM	0	\$0.00										
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Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length	Rate	Type														
1	KVVU	10/15/12-10/21/12	TMZ	730-8p	-Tu-----	:30	\$850.00	NM														
See MG 10.2,10.3,10.4,10.5,10.6,10.7,10.8																						
N 16	KVVU	10/15/12	10/16/12	Fox 5 News M-F 10p-11p	10p-11p		:30			NM	2	\$4,300.00										
<table><tr><th>Start Date</th><th>End Date</th><th>Weekdays</th><th>Spots/Week</th><th>Rate</th></tr></table>													Start Date	End Date	Weekdays	Spots/Week	Rate					
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<u>Contract Dates</u> 10/10/12 - 10/16/12	<u>Product</u> NRSC-HELLER 4 SENA	<u>Estimate #</u>
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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	MT-----				2	\$2,150.00			
N 17	KVVU	10/13/12	10/13/12	FOX 5 News Sat 10-11p	10-11p Sat		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-----1-				1	\$1,500.00			
N 18	KVVU	10/14/12	10/14/12	Fox News Sunday 8-9a	8-9a		:30			NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-----1				1	\$850.00			
N 19	KVVU	10/14/12	10/14/12	NFL Pre-Game Show	NFL Sa-Su 8a-6p		:30			NM	1	\$1,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-----1				1	\$1,925.00			
N 20	KVVU	10/14/12	10/14/12	NFL Late Game	NFL Late Game		:30			NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-----1				1	\$8,500.00			
N 21	KVVU	10/14/12	10/14/12	Fox 5 News Su 10p-1045p	Su 10p-1045p		:30			NM	1	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-----1				1	\$1,275.00			
N 22	KVVU	10/14/12	10/14/12	BB League Championships	1pm-8pm		:30			NM	1	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/08/12	10/14/12	-----S				1	\$3,250.00			
Totals											25	\$31,050.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/16/12	25	\$31,050.00	\$26,392.50
Totals	25	\$31,050.00	\$26,392.50

Signature: _____ **Date:** _____

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REP HEADLINE# 6367952 TRF# 498129
$$$ MOD# 1: UNAPPROVED REV #1 $$$

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